Listing of the Claims

This listing of claims will replace all prior versions and listings of claims in the application.

1 – 35 (cancelled without prejudice)

36. (currently amended) An enterprise method, comprising:

preparing transaction data related to a commercial enterprise for use in processing, and developing a model of enterprise market value by element and category of value by completing a series of multivariate analyses that utilize at least a portion of said data

where the categories of value are selected from the group consisting of current operation, real option, market sentiment and combinations thereof,

where the model of enterprise market value identifies a tangible contribution of each element of value to each category of value, and

where the elements of value are selected from the group consisting of alliances, brands, channels, customers, customer relationships, employees, intellectual property, partnerships, processes, vendors and vendor relationships and combinations thereof.

37. (previously presented) The method of claim 36 that further comprises completing activities selected from the group consisting of: determining an element contribution, quantifying an element impact, valuing an element, completing an analysis of enterprise financial performance, optimizing one or more aspects of enterprise financial performance, simulating an enterprise financial performance, optimizing a future enterprise market value, quantifying a future enterprise market value, creating a management report, valuing an enterprise market sentiment, calculating a real option discount rate, valuing a real option, valuing a share of enterprise stock, determining a target share price and combinations thereof.

38. (previously presented) The method of claim 37 where a financial performance optimization further comprises identifying one or more value driver changes that will optimize of one or more aspects of financial performance where said aspects of financial performance are selected from the group consisting of revenue, expense, capital change, cash flow, real option value, future market value, market sentiment value, market value and combinations thereof.

39. (previously presented) The method of claim 36 wherein a series of multivariate analyses are selected from the group consisting of identifying one or more previously unknown item performance indicators, discovering one or more previously unknown value drivers, identifying one or more previously unknown relationships between one or more value drivers, identifying one or more previously unknown relationships between one or more elements of value, quantifying one or more inter-relationships between value drivers, quantifying one or more impacts between elements of value, developing one or more composite variables, developing one or more vectors, developing one or more causal element impact summaries, identifying a best fit combination of a predictive model algorithm and one or more element of value impact summaries for modeling enterprise market value and each of the components of value, determining a net element impact for each category of value, determining a relative strength of the elements of value between two or more enterprises, developing one or more real option discount rates, calculating one or more real option values, calculating an enterprise market sentiment value by element and combinations thereof.

40. (previously presented) The method of claim 39 wherein a predictive model algorithm is selected by a tournament from the group consisting of neural network; classification and regression tree; generalized autoregressive conditional heteroskedasticity, regression; generalized additive; redundant regression network; rough-set analysis; Bayesian; multivariate adaptive regression spline and support vector method.

41. (previously presented) The method of claim 36 wherein enterprise transaction data are obtained from systems selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, the Internet, external databases and combinations thereof.

42. (previously presented) The method of claim 36 wherein the method further comprises using one or more composite applications to complete the processing.

43. (previously presented) The method of claim 36 wherein a model of enterprise market value further comprises a combination of component and category of value models selected from the group consisting of up to three predictive component of value models, a real option discount rate model, a real option valuation model, a market sentiment model by element of value and combinations thereof.

44. (previously presented) The method of claim 36 where preparing transaction data for use in processing further comprises integrating said data in accordance with a common schema where the common schema is defined by a CORBA metadata or an xml metadata.

45. (previously presented) The method of claim 36 that further comprises identifying one or more value driver changes that will optimize a future market value portion of said enterprise market value.

46. (currently amended) A program storage device readable by machine, tangibly embodying a program of instructions executable by a machine to perform method steps for performing an element method, the method steps comprising:

    integrating enterprise transaction data in accordance with a common model or schema,
    analyzing at least a portion of the data using a ~~neural network~~ predictive model to identify one or more indicators of value for each element of value by category of value where the categories of value are current operation and categories of value selected from the group consisting of ~~current operation~~, real option, market sentiment and combinations thereof,
    determining a net tangible, relative contribution for each element of value to each category of value by modeling enterprise financial performance with said indicators by category and element of value,
    calculating a value for each element of value using said contributions, and
    reporting the element values using an electronic display or a paper document.

47. (previously presented) The program storage device of claim 46 where elements of value are selected from the group consisting of alliances, brands, channels, customers, customer relationships, employees, intellectual property, partnerships, processes, production equipment, vendors and vendor relationships, and combinations thereof.

48. (previously presented) The program storage device of claim 46 where a net relative contribution for each of one or more elements of value to each of one or more categories of

value further comprises a direct element contribution to a category of value net of any element impacts on other elements of value.

49. (previously presented) The program storage device of claim 46 where determining a net relative contributions for each of one or more elements of value to a real option category further comprises:

computing the difference between the real option value calculated using the company cost of capital and the value calculated using a real option discount rate determined on the basis of relative element strength; and

assigning the value difference to the different elements of value based on their relative contribution to the difference in the two discount rates.

50. (previously presented) The program storage device of claim 46 where the net element contributions are identified by learning from the data where learning from the data is supported by genetic algorithms.

51. (previously presented) The program storage device of claim 46 where a common model or schema is defined by an xml metadata.

52. (previously presented) The program storage device of claim 46 where modeling enterprise financial performance further comprises:

identifying one or more value drivers for each element of value from the previously identified indicators,

developing one or more element impact summaries from said value drivers for market value and each component of value,

identifying a best fit combination of element impact summaries and predictive model algorithm for modeling market value and each component of value,

determining a relative strength for each of the elements of value causal to market value change vis a vis competitors,

calculating a real option discount rate using the relative element strength information for the elements that support the real option,

calculating a real option value and identifying a contribution to real option value by element of value using said real option discount rate, and

identifying a net element contribution to enterprise market value by category of value by combining the results from the prior processing.

53. (previously presented) The program storage device of claim 46 where the calculated value for each element of value further comprises a value for a point in time within a sequential series of points in time.

54. (previously presented) The program storage device of claim 46 wherein the net relative contribution for each element of value to each category of value further comprises a net causal contribution.

55. (currently amended) A future market value method, comprising:

    integrating enterprise related data in accordance with a common model or schema,

    developing a causal model of net element of value contribution to enterprise market value by category of value using at least a portion of said data, and

    identifying one or more element of value related changes that will optimize a future market value portion of enterprise market value by analyzing said model

      where the elements of value are selected from the group consisting of alliances, brands, channels, customers, customer relationships, employees, intellectual property, partnerships, processes, vendors and vendor relationships and combinations thereof.

56. (previously presented) The method of claim 55 where a common model or schema is defined by metadata.

57. (previously presented) The method of claim 55 that is enabled by the use of a flexible system architecture where said architecture further comprises event data that has been integrated in accordance with a common xml schema and independent components of application software that can be combined to process said data as required to produce useful results.

58. (previously presented) The method of claim 55 where a net contribution for each of one or more elements of value to each of one or more categories of value further comprises a direct element contribution to a category of value net of any element impacts on other elements of value within said category of value.

59. (previously presented) The method of claim 55 where a causal model of net element contribution further comprises a plurality of models selected from the group consisting of

predictive component of value models, predictive market value models, relative element strength models, real option discount rate models, real option valuation models, market sentiment models and combinations thereof.

60. (previously presented) The method of claim 55 where a net contribution for each of one or more elements of value further comprises a direct contribution to a value of a category of value net of any impact on other elements of value.

61. (previously presented) The method of claim 55 where the one or more categories of value are selected from the group consisting of current operation, real option, market sentiment and combinations thereof.

62. (previously presented) The method of claim 55 where the future market value portion of enterprise market value further comprises a summation of values selected from the group consisting of the real option value, the portion of current operation value caused by elements of value, the portion of market sentiment value caused by elements of value and combinations thereof.

63. (previously presented) The method of claim 55 where the value driver changes that will optimize future market value are identified by algorithms selected from the group consisting of monte carlo algorithms, genetic algorithms, multi criteria optimization algorithms and combinations thereof.

64. (previously presented) A composite application method for data processing, comprising: using two or more independent components of application software to produce one or more useful results by processing data where said data has been aggregated from two or more systems in accordance with a common model or schema defined by an xml metadata standard.

65. (previously presented) The method of claim 64 where the independent components of application software can be flexibly combined as required to support the development of one or more useful results.

66. (cancelled without prejudice)

67. (previously presented) The method of claim 64 where the independent components of application software complete processing selected from the group consisting of: analysis, attribute derivation, capitalization, causal analysis, classification, clustering, count linkages, data acquisition, data conversion, data storage, data transformation, element life estimation, indicator selection, induction, keyword counting, keyword match identification, locate linkages, relative strength determination, statistical learning, valuation, vector generation and combinations thereof.

68. (previously presented) The method of claim 64 that produces useful results selected from the group consisting of: element contribution determination, element impact quantification, element valuation, enterprise financial performance analysis, enterprise financial performance optimization, enterprise financial performance simulation, future market value optimization, future market value quantification, management reporting, real option discount rate calculation, real option valuation, share price valuation, sub-element clustering, target share price determination and combinations thereof.

69. (previously presented) The method of claim 64 where enterprise management systems are selected from the group consisting of accounts receivable systems, accounts payable systems, advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, sales management systems, human resource systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site management systems, the Internet, external databases and combinations thereof.

70. (previously presented) A data processing method, comprising:
    Integrating, converting and storing enterprise related transaction data in accordance with
        a common xml schema to support organization processing
            where a set of integration and conversion rules are established using a metadata and
            conversion rules window and saved in metadata mapping table,
            where some data are pre-specified for integration and conversion,
            where the common schema further comprises a network schema that is defined by an
            xml metadata,

where said integration is completed by one or more independent software components, and

where the integrated data is stored in one or more tables in an application database.

71. (previously presented) The data processing method of claim 71 where each of one or more tables in an application database further comprise one axis that is defined by one or more time periods that require data and another axis that is defined by one or more data categories selected from the group consisting of components of value, sub components of value, known value drivers, elements of value, non-relevant attributes and combinations thereof.

72. (new) A market value accounting method, comprising:
    preparing a plurality of enterprise related data for use in processing,
    analyzing the data with a series of models as required to identify a tangible contribution of each of one or more elements of value to each of one or more categories of value where the categories of value further comprise a current operation category of value and a category of value selected from the group consisting of real option, market sentiment and combinations thereof,
    using the tangible contribution for each element of value to identify a value for each element of value, and
    reporting the value of each element of value in a balance sheet format
      where the elements of value are customers and elements of value selected from the group consisting of alliances, brands, channels, employees, intellectual property, partnerships, processes, vendors and vendor relationships and combinations thereof.

73. (new) The method of claim 72, further comprising including a value for a plurality of financial assets in a report with a balance sheet format.

74. (new) The method of claim 72 that further comprises:
    tracking a change in a value of each of one or more elements of value over time, and
    including the calculated changes in value of each element of value in an income statement or a cash flow statement.